

# Pfizer

## S\*W\*A\*T\* (Strategic Working Action Teams)

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### Community Response

- **Talent:** To retain the valuable talents, skills and creativity of Pfizer's workforce within the Michigan economy.
- **Community:** To minimize disruption to the community agencies, municipalities and cultural organizations that have traditionally benefited from the generous support of Pfizer and its employees.
- **Business:** To provide the guidance, resources and incentives needed to encourage technology start-ups and to accelerate the relocation of high-tech businesses to the Ann Arbor area.
- **Communication:** To establish a network for the efficient sharing of purposeful and important information among the community, employers, employees, entrepreneurs and others.
- **Site:** To make immediate and efficient use of Pfizer's vacated offices, laboratories, production capabilities and auxiliary facilities.

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## Key Partners

- Pfizer Global Research & Development
- MEDC
- Michigan SmartZones
- Ann Arbor-Ypsilanti, LDFA
- Michigan DLEG
- U-M
- WCC, EMU, WSU, MSU
- DTE
- Altarum
- United Way
- County and Local Units of Government
- Ann Arbor News
- Ann Arbor Business Review
- Ann Arbor Community Foundation
- Local School Districts
- MichBio
- Ypsilanti Chamber of Commerce
- Ann Arbor Chamber of Commerce
- SW Michigan First
- Detroit Renaissance
- Michigan Works!/ETCS
- Detroit Regional Economic Partnership
- SBTDC
- Ann Arbor Area CVB
- Ypsilanti Area CVB
- Michigan Venture Capital Association
- Jackson-The Enterprise Group

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## Pfizer Opportunity Strategy

- **Conveners and Communications**
  - Michigan Governor, Jennifer M. Granholm
  - University of Michigan President, Mary Sue Coleman
  - Ann Arbor Mayor, John Hieftje
  - Ann Arbor SPARK CEO, Michael Finney
- Pfizer Liaison: David Canter
- Staff Support: Elizabeth Parkinson, Julie Peterson, Cynthia Wilbanks
- **Team Structure**
  - Talent
  - Community
    - Municipal Impact
    - Quality of Living Impact
  - Business Development
    - Attraction/Retention
    - Pfizer Entrepreneurial Start ups
  - Policy and Funding
  - Site

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## Talent Team - Priority Actions

### Focus

- Identify and implement programs to keep talent here

### Priority actions

- Outplacement of foreign national scientists, researchers and other employees
- Partner with U-M, EMU, WCC – identifying business and adjunct professor opportunities
- Career counseling via Michigan Works!
- Career Events, including company job fairs and networking events to match talent to opportunities
- Partner with U-M Tech Transfer, U-M Zell-Lurie, EMU and Alumni Associations for entrepreneur development
- Seek funding for Scientist-in-Residence, Executive-in-Residence, and Consultant opportunities...financial soft landings for affected colleagues
- Entrepreneur Start up Boot Camps
- MichBio, SPARK and MEDC identify talent needs of statewide businesses to seek fit with Pfizer colleagues
- Work with Pfizer to analyze available talent and develop career transition plans

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## Community Team - Priority Actions

### Focus

- Identify and address **municipal impact** issues
- Develop master participation agreement to coordinate municipal response
- Address local policy issues

### Priority Actions

- Develop community-wide template to address all at risk industry sectors (manufacturing, pharma, etc.)
- Benchmark K-20 entrepreneurial programs to determine best practices for implementation in Ann Arbor region
- Develop strategies to address Pfizer sponsored education impact: guest lecturers, internships, tours, educational events, etc.
- Master participation agreement for “seamless” development
  - Incentives, permitting, utilities, development expectations

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## Community Team - Priority Actions

### Focus

- Identify and address **quality of living impact** issues
- Identify new sources of support to minimize impact of lost funding
- Develop master participation agreement to coordinate not-for-profit response

### Priority Actions

- **Pfizer Colleague/Contractor family support**
  - Sponsored events by corporate community (arts, cultural, recreation, etc.)
    - Michigan Theatre, UMS, Neutral Zone, Sporting Events, etc.
    - Potential for fundraising for Q of L organizations
- **Master Participation Agreement**
  - Identify and Solicit national foundations for support
  - National sponsorship for programs from private companies (sponsorship naming rights)
  - Identify and prioritize community-wide philanthropic funding needs
- **Quality of Living**
  - Organize arts, recreation, cultural, and social services community to develop outreach strategies for FAM tours for business attraction

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## Business Attraction Team

### Business Attraction Focus

- Develop business attraction plan
  - Identify and connect with business attraction targets
  - Identify uses for excess equipment
  - Work closely with Entrepreneurial and Site Teams

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## Business Attraction - Priority Actions

### Intellectual Property

- Negotiate agreement with Pfizer to allow IP transfer
- Work with U-M, WSU, and MSU to fast track review IP licensing and determine commercialization potential

### International companies for redevelopment of facility

- Develop domestic and international priority attraction targets

**Marketing campaign** to attract out-of-state expansion, including site selectors – activities to include direct marketing, FAM tours, out-of-state headquarter office visits

### Expand Equipment Depot Concept

- Pfizer, MichBio, SmartZone Network and MEDC support
- Acquire excess Pfizer equipment
- Solicit additional private sector participation from other competitive edge technology companies

**Leverage** community leaders, and U-M, EMU, WSU, and MSU alumni associations, for business attraction opportunities

MSU and Pfizer SPARK

## Entrepreneurial Development Team

### Entrepreneurial Focus

- Support start-up companies
  - Identify IP opportunities at research universities and Pfizer
  - Identify and connect with funding sources
  - Identify uses for excess equipment

MSU and Pfizer SPARK

## Entrepreneurial Development - Priority Actions

- **Business Accelerator Services**
  - Funding from LDFA, MEDC, EDA and other federal sources
  - Include SBIR grant training and writing assistance
- **Entrepreneur Development**
  - Partner with U-M Tech Transfer, U-M Zell-Lurie, EMU and alumni associations
- **Finalize wet lab commitment**, U-M, Pfizer, Ann Arbor SPARK
- **First Customer**
  - Opportunity for start ups to provide various lab services to: U-M, MSU, WSU, VAI, Pfizer, others
- **IP Transfer and Outsourcing**
  - Work with Pfizer and universities to determine opportunities
- **“Commercializing Bank”**
  - Creative debt financing w/o traditional asset based security

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## Policy and Funding - Priority Actions

### Focus

- Tax and Incentive issues
- Long-term funding to support strategy and implementation
- State and Federal Legislation

### Policy Priority Actions

- Energy Policy needed to position State as national leader in alternative energy sector and to attract companies to the Technology Village
- Legislation needed to establish Michigan as a leader in stem cell research and to attract researchers and companies to Michigan
- State and local Ombudsman

### Funding Priority Actions

- Michigan-DLEG dislocated worker funds
- Wet lab sustainability fund
- Business launch funds (VC, angel investments, pre-seed match, debt, etc.)
- Business attraction marketing funds
- Community impact transitional fund
- Michigan Innovation Equipment Depot (MIED)

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## Site – Priority Actions

### Focus

- Determine optimum use of the Pfizer site
- Develop master site plan in coordination with Pfizer
- Organize regional developers roundtable
- Coordinate implementation with business development team and Pfizer

### Site considerations

- Michigan 21st Century Research and Commercialization Village (private/public initiative) – A Competitive Edge Technology Village (Multi tenant commercial site)
- Large company attraction takes entire parcel
- Public Research/Private Commercial Facility
- Convert entire site to other competitive edge technology use

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## Follow up

- Town Hall Meeting schedule (TBD)
- Presentation available on [www.AnnArborSPARK.org](http://www.AnnArborSPARK.org)
- Questions, volunteers and ideas can be sent to [info@AnnArborSPARK.org](mailto:info@AnnArborSPARK.org)

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***Questions, ideas and suggestions:  
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